



OFFICE OF THE COUNTY EXECUTIVE
Milwaukee County
SCOTT WALKER • COUNTY EXECUTIVE

FOR IMMEDIATE RELEASE

March 28, 2006

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**WALKER TO HELP KICK-OFF “LTC: LET’S TAKE CARE” MARKETING
CAMPAIGN TO RAISE COMMUNITY AWARENESS OF LONG-TERM CARE**

MILWAUKEE – County Executive Scott Walker will help kick off a new campaign today to raise awareness of the options available for our senior residents. The new campaign hopes to alleviate some of the fear and misunderstanding associated with long-term care. Milwaukee County’s Department on Aging is one of the agencies responsible for organizing the campaign as part of “Connecting Caring Communities.” The campaign features a new logo that will be used to identify the area’s long-term care providers.

DATE: Tuesday, March 28
TIME: 11:30am
LOCATION: The Wisconsin Club
900 West Wisconsin Avenue

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